

PERSONAL DATA MINING ON THE WEB

Inventor: Horng-Jaan LIN et al.

Docket No. 9368

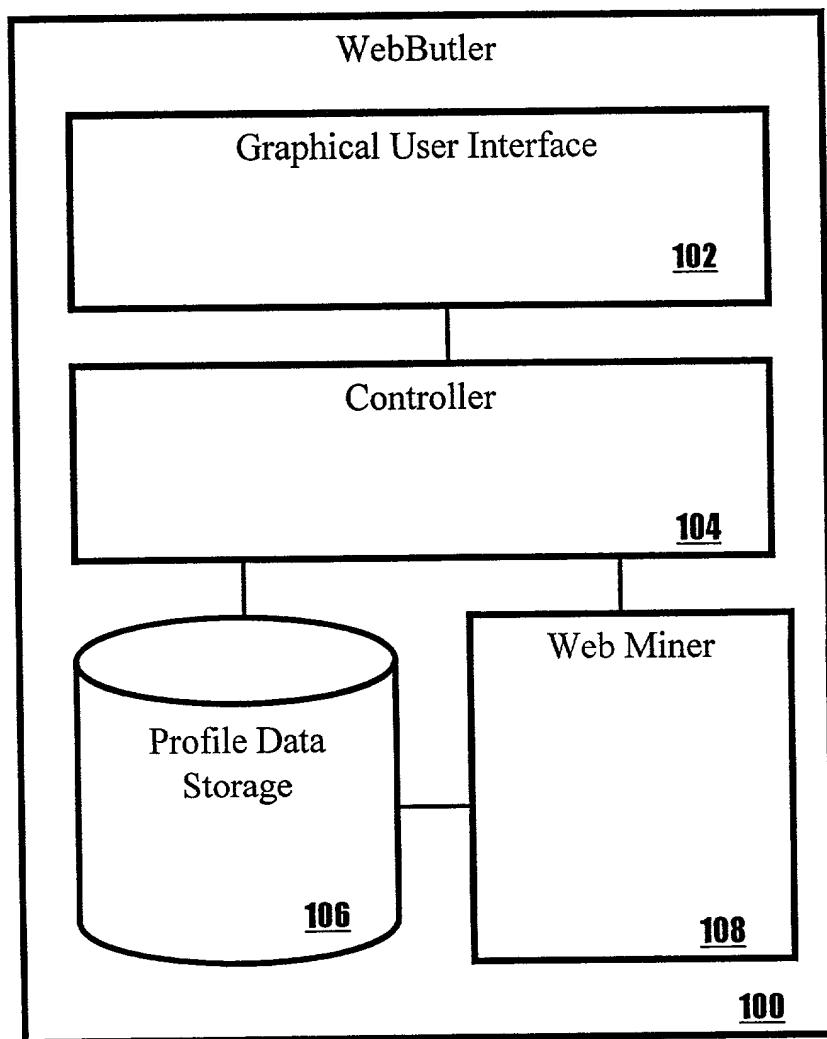


Fig. 1

Profile Data Storage

202	Name	John Doe
204	DOB	04/01/1960
206	Height	72
208	Weight	160
210	Shoe size	11.5
212	Credit card type	MasterCard
214	Credit card #	12345678

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216	e-mail address	john@doe.com
218	grocery prefs	grocery table link
220	shopping prefs	shopping table link
222	travel prefs	travel table link
224	search prefs	search table link
226	browse prefs	browse table link

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Fig. 2

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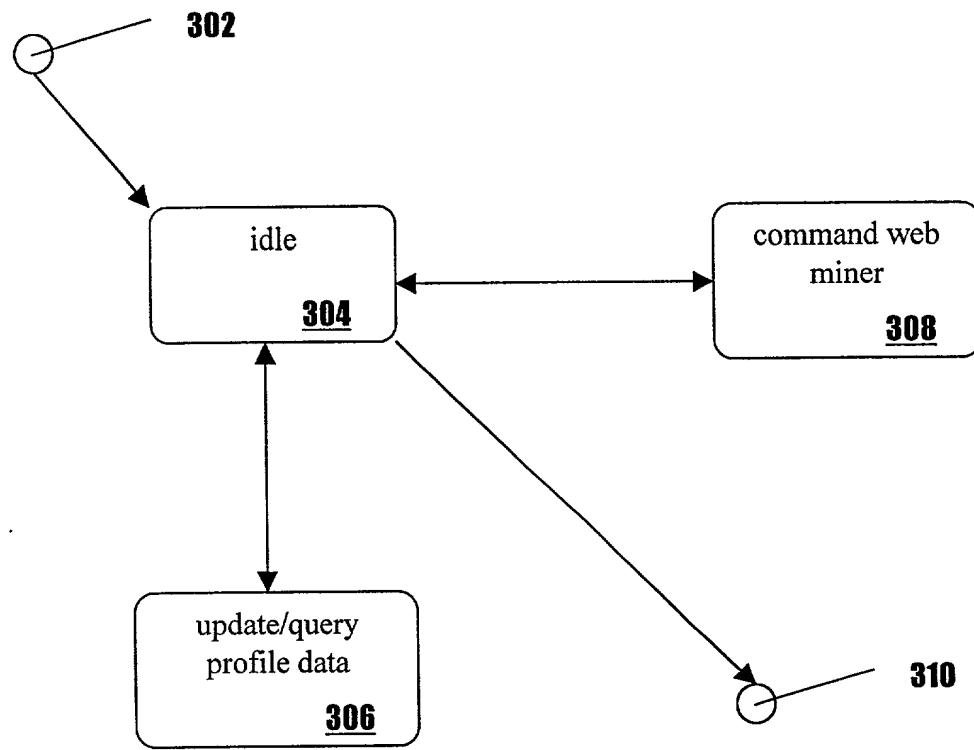


Fig. 3

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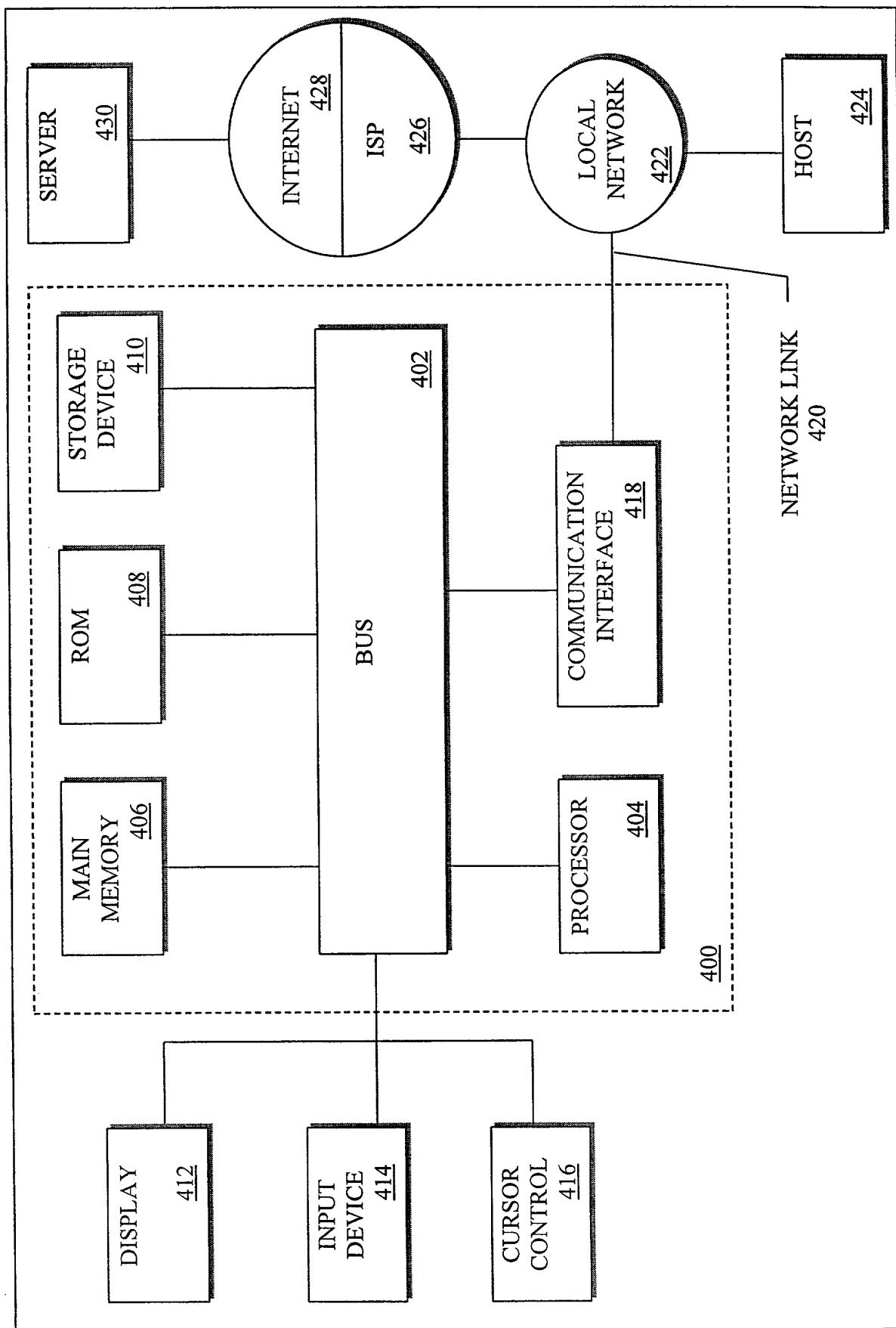


Figure 4